

Rep Order#	9836879	Ver#	1	Status	New
EC'd	No				

Traffic Order#

Printed: 10/05/2012 11:24 AM
Last Received: 10/05/2012 11:11 AM
Showing Buylines: All Lines

1 of 2

Station	WKRC-TV CINCINNATI, OH
Advertiser	() POLITICAL ISSUE GROU
Product	NRA
Estimate#	3316
Buyer	AMAG MediaAssistant
Phone#	
Fax#	

Agency () AMERICAN MEDIA & ADVOCACY GROUP
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 137/490/3316
Flight Dates 10/08/2012 - 10/14/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	SU	1135P-1205A	SPORTS AUTHRTY	:30	\$1,000.00	10/14-10/14	1 P2	1	1	\$1,000.00	
Rating: 3.0												
	2	SA	7A-730A	LOCAL12NW-SA 7	:30	\$1,000.00	10/13-10/13	1 P1	1	1	\$1,000.00	
Rating: 2.8												
	3	SA	8A-9A	CBS THS MRN:SA	:30	\$1,400.00	10/13-10/13	1 P1	1	1	\$1,400.00	
Rating: 3.8												
	4	TU	1135P-1235A	D LETTRMAN	:30	\$1,200.00	10/09-10/09	1 P2	1	1	\$1,200.00	
Rating: 2.3												
	5	W	1135P-1235A	D LETTRMAN	:30	\$1,200.00	10/10-10/10	1 P2	1	1	\$1,200.00	
Rating: 2.3												
	6	F	1135P-1235A	D LETTRMAN	:30	\$1,200.00	10/12-10/12	1 P2	1	1	\$1,200.00	
Rating: 2.3												
	7	TH	8P-9P	BIG BANG/2.5 MEN	:30	\$10,000.00	10/11-10/11	1 P2	1	1	\$10,000.00	
Rating: 10.8												

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Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product NRA
Estimate# 3316
Buyer AMAG MediaAssistant
Phone#
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	9	SU	1P-4P	NFL: BENGALS	:30	\$40,000.00	10/14-10/14	1 P1	1	1	\$40,000.00	

Rating: 32.0

---REPORT TOTALS---

Report Totals: 8 / \$57,000.00

---SALES MONTHLY TOTALS---

Oct 12: 8 / \$57,000.00

Sales Totals: 8 / \$57,000.00

Station Totals: 8 / \$57,000.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$104,818	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	7%
		WKRC	54%	WLWT	17%	WSTR	0%	WXIX	20%		

Books null
Demos RA35+

ORDER

Orders	Order / Rev:	64044
	Alt Order #:	09836879
	Product Desc:	NRA
	Estimate:	3316
	Flight Dates:	10/08/12 - 10/14/12
	Original Date / Rev:	10/05/12 / 10/05/12
	Order Type:	GENERAL

Primary AE:	Local 12 WKRC-TV
Sales Office:	Millennium Washington DC
Sales Region:	MMAT
	National

Agency	Name:
	Buying Contact:
	Billing Contact:
	815 Slaters Lane
	Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	National Rifle Association
	Demographic:	HH
	Product Codes:	Issues/Propositions
	Priority:	P-2
	Revenue Codes:	AGY, POL-ISS, GEN

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/14/12	8	\$57 000.00	\$48 450.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	8	\$57,000.00	\$48,450.00	0.00
Totals	8	\$57,000.00	\$48,450.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	54%	\$57,000.00
Market	100%	\$105,555.56

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	2%	\$2,111.11
WCPO	7%	\$7,388.89
WLWT	17%	\$17,944.44
WSTR	0%	\$0.00
WXIX	20%	\$21,111.11

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKRC	10/14/12	10/14/12	Sun 1135p-1205a Sun 1135p-1205a	CM	11:35 PM-12:05 XI	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
SPORTS AUTHORITY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/08/12	10/14/12	-----S	1	\$1,000.00	0.00								
E 2	WKRC	10/13/12	10/13/12	6a-8a Local 12 News Sat 6a-8a Local 12 News Sat	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	-----S-	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
LOCAL 12NW-SA 7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/08/12	10/14/12	-----S-	1	\$1,000.00	0.00								
E 3	WKRC	10/13/12	10/13/12	CBS This Morning Saturday Saturday Early Show	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	-----S-	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00

CBS THS MRN:SA

Order / Rev:

64044

Alt Order #:

09836879

Advertiser: National Rifle Association

Product Desc: NRA

Local 12 WKRC-TV

Flight Dates:

10/08/12 - 10/14/12

Estimate:

3316

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKRC	10/13/12	10/13/12	CBS This Morning Saturday Saturday Early Show	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	-----S-	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
CBS THS MRN:SA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12		-----S-	1	\$1,400.00	0.00								
E 4	WKRC	10/09/12	10/09/12	Letterman Letterman	CM	11:35 PM-12:35 XI	-T-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
D LETTRMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12		-T-----	1	\$1,200.00	0.00								
E 5	WKRC	10/10/12	10/10/12	Letterman Letterman	CM	11:35 PM-12:35 XI	--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
D LETTRMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12		--W----	1	\$1,200.00	0.00								
E 6	WKRC	10/12/12	10/12/12	Letterman Letterman	CM	11:35 PM-12:35 XI	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
D LETTRMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12		----F--	1	\$1,200.00	0.00								
E 7	WKRC	10/11/12	10/11/12	Thu Reg 1 Thu Reg 1	CM	8:00 PM-9:00 PM	---T---	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
BIG BANG/2.5 MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12		---T---	1	\$10,000.00	0.00								
E 8	WKRC	10/14/12	10/14/12	Bengals vs Cleveland Bengals vs Cleveland	CM	1:00 PM-4:00 PM (1:00 PM-4:00 PM)	-----S	:30	1	\$40,000.00	P-1	0.00	NM	1	\$40,000.00
NFL: BENGALS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12		-----S	1	\$40,000.00	0.00								
Totals														8	\$57,000.00